

ABSTRACT OF THE INVENTION

A strategic level quality assurance procedure that is designed to identify and quantify major strategic pitfalls for businesses, isolate their root cause (of negative impact on business), and provide solutions. Furthermore, it provides a means to achieve a tactical increase in market dominance by the internal application of a quality system at the strategic level via packaging its own strategic abilities and success, independently from its own product performance ,which can then be parceled out and marketed as a commodity of corporate quality, linked directly to a company's financial success.